

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I declare that:

My residence, post office address and citizenship are as stated below next to my name; I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural inventors are named below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: **SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH ADVERTISERS AND BROADCASTERS** the specification of which X is attached hereto or ___ was filed on ___ as Application No. ___ and was amended on ___ (if applicable).

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56. I claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

Country	Application No.	Date of Filing	Priority Claimed Under 35 USC 119
			Yes ___ No ___
			Yes ___ No ___

I hereby claim the benefit under Title 35, United States Code §119(e) of any United States provisional application(s) listed below:

Application No.	Filing Date
60/022,826	July 26, 1996
60/015,648	April 19, 1996

I claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, section 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application No.	Date of Filing	Status
08/537,650	October 2, 1995	___ Patented <u>X</u> Pending ___ Abandoned
		___ Patented ___ Pending ___ Abandoned


POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

John T. Raffle, Reg. No. 38,585
 Charles E. Krueger, Reg. No. 30,077
 Alice L. Wong, Reg. No. 39,449

Send Correspondence to: John T. Raffle TOWNSEND and TOWNSEND and CREW LLP Two Embarcadero Center, 8th Floor San Francisco, CA 94111-3834	Direct Telephone Calls to: (Name, Reg. No., Telephone No.) Name: John T. Raffle Reg. No.: 38,585 Telephone: (415) 326-2400
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Full Name of Inventor 1	Last Name SCHEIN	First Name STEVEN	Middle Name or Initial M.	
Residence & Citizenship	City Menlo Park	State/Foreign Country California	Country of Citizenship United States of America	
Post Office Address	Post Office Address 1326 Hoover Street #10	City Menlo Park	State/Country California	Zip Code 94536
Full Name of Inventor 2	Last Name O'BRIEN	First Name SEAN	Middle Name or Initial A.	
Residence & Citizenship	City San Jose	State/Foreign Country California	Country of Citizenship United States of America	
Post Office Address	Post Office Address 2939 Richland Avenue	City San Jose	State/Country California	Zip Code 95125
Full Name of Inventor 3	Last Name LEFTWICH	First Name JAMES	Middle Name or Initial JAY	
Residence & Citizenship	City Palo Alto	State/Foreign Country California	Country of Citizenship United States of America	
Post Office Address	Post Office Address 131 Hawthorne Avenue, #F	City Palo Alto	State/Country California	Zip Code 94301
Full Name of Inventor 4	Last Name BROUGHTON	First Name SUSAN	Middle Name or Initial	
Residence & Citizenship	City Tracy	State/Foreign Country California	Country of Citizenship United States of America	
Post Office Address	Post Office Address 1260 Claremont Court	City Tracy	State/Country California	Zip Code 95376

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

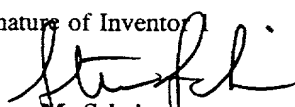
Signature of Inventor 1	Signature of Inventor 2	Signature of Inventor 3
Steven M. Schein	 Sean A. O'Brien	James Jay Leftwich
Date	Date 4/9/97	Date
Signature of Inventor 4		
Susan Broughton		
Date		

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Full Name of Inventor 2	Last Name O'BRIEN	First Name SEAN	Middle Name or Initial A.	
Residence & Citizenship	City Pleasanton	State/Foreign Country California	Country of Citizenship United States of America	
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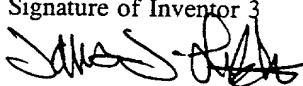
Signature of Inventor 1  Steven M. Schein	Signature of Inventor 2 Sean A. O'Brien	Signature of Inventor 3 James Jay Leftwich
Date 4/4/97	Date	Date
Signature of Inventor 4 Susan Broughton		
Date		

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Steven M. Schein	Sean A. O'Brien	 James Jay Leftwich
Date	Date	Date
Signature of Inventor 4		
Susan Broughton		
Date		

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Signature of Inventor 1	Signature of Inventor 2	Signature of Inventor 3
Steven M. Schein	Sean A. O'Brien	James Jay Leftwich
Date	Date	Date
Signature of Inventor 4		
<i>Susan Broughton</i> Susan Broughton		
Date 3-14-97		

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Steven M. Schein, et al.
 Application No. : 08/837,078
 Filed : April 11, 1997
 Title : SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH
 ADVERTISERS AND BROADCASTERS

Grp./Div. : 2602
 Examiner : Unknown

Docket No. : 32536/LTR

SUBSTITUTION OF ATTORNEY BY ASSIGNEE

Commissioner of Patents and Trademarks
 Washington, D.C. 20231

Commissioner:

StarSight Telecast Incorporated, assignee of the entire interest in and to the above-identified U.S. patent application, hereby revokes all previous Powers of Attorney and appoints:

R. W. Johnston	(17,968)	Vincent G. Gioia	(19,959)	Syed A. Hasan	(41,057)
D. Bruce Prout	(20,958)	Edward R. Schwartz	(31,135)	Hazim H. Ansari	(40,896)
Hayden A. Carney	(22,653)	John D. Carpenter	(34,133)	Samir B. Armaly	(40,898)
Richard J. Ward, Jr.	(24,187)	David A. Plumley	(37,208)	Robert D. Rowlett	(41,279)
Russell R. Palmer, Jr.	(22,994)	Wesley W. Monroe	(39,778)	Kathleen M. Oister	(42,052)
LeRoy T. Rahn	(20,356)	Grant T. Langton	(39,739)	Daniel M. Cavanagh	(41,661)
Richard D. Seibel	(22,134)	Constantine Marantidis	(39,759)	Molly A. Holman	(40,022)
Walter G. Maxwell	(25,355)	John W. Eldredge	(37,613)	Lucinda Grace Auciello	(42,270)
William P. Christie	(29,371)	Yar R. Chaikovsky	(39,625)		
David A. Dillard	(30,831)	Gregory S. Lampert	(35,581)		
Thomas J. Daly	(32,213)	Craig A. Gelfound	(41,032)		

all members or associates of or of counsel to the firm CHRISTIE, PARKER & HALE, LLP, telephone (626) 795-9900, as principal attorneys with power to appoint associate attorneys, to prosecute this application and any subsequent application based on the disclosure of this application, and to transact all business in the Patent and Trademark Office connected with this application and any subsequent application.

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

Application No. 08/837,078

Please address all correspondence to CHRISTIE, PARKER & HALE, LLP, P.O. Box 7068,
Pasadena, California 91109-7068.

STARSIGHT TELECAST INCORPORATED

Date 06/17/98

By Jonathan B. Orlick
Jonathan B. Orlick
VP Intellectual Property & Licensing

LTR/cg
CLG PAS137468.1-6/10/98 11:02 am